

What is claimed is:

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a1 >
1. A data processing system for supporting web based commerce and commission tracking on a multi-node network, comprising:
web access and scanning code for selectively downloading web pages and examining web page content to determine whether the content thereon is appropriate for products promoted on said web page.
2. The system of claim 1 wherein said code includes comparator means for determining if said content includes terms that are antithetical to products promoted or to be promoted on said web page.
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a2 >
3. A data processing system for supporting web-based commerce and commission tracking on a multi-node network comprising:
a. Content Provider for displaying promotions;
b. Clearinghouse server in communication with said Content Provider for parsing HTTP commands received therefrom, including a U1 field comprising plural subvariables; and
c. a Merchant site interconnected to said Clearinghouse server.
4. The system of claim 3 further comprising programming for managing a commission vector process wherein target commission recipients are identified as a subvariable in said U1 field.
5. The system of claim 3 further comprising programming on said Merchant site for sending a file to said Clearinghouse server comprising information on commerce at said Merchant site.
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a3 >
6. A data processing system for supporting web-based commerce and commission tracking on a multi-node network, comprising:
a. Content Providers with web pages wherein said web pages include linking instructions associated with select promotions;
b. Clearinghouse server for tracking USER interactions with said promotions, said Clearinghouse server further comprising programming for detecting fraudulent activity relating to said promotions; and

c. ~~Merchant sites interconnected to said network and available for providing goods and/or services to USERS referred to said Merchant site by said linking instructions.~~

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7. The system of claim 6 wherein said fraud detection programming includes click pattern assessment over time.

8. The system of claim 6 wherein said fraud detection programming includes Javascript detection.

9. The system of claim 7 wherein said programming tracks time intervals between clicks from a select promotion.

10. The system of claim 7 wherein said programming detects repeated clicks from a single IP address.

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